

## Backgrounder

### ***Food for Health Travelling Exhibition and Website***

At the Canada Agriculture Museum, Ottawa

March 9 to October 31, 2007

The travelling bilingual exhibition *Food for Health* and its companion website answer, from a consumer's point of view, concerns and questions many Canadians have about the role food plays in ensuring good health.

After its stay in Ottawa, *Food for Health* will then reach hundreds of thousands of more Canadians as it travels across Canada until 2011. In addition, the *Food for Health* website makes the exhibition's important ideas and knowledge available through the Internet to many more millions of Canadians, including school children and Canadians living in remote areas.

The *Food for Health* exhibition and website are presented nationally by the Canada Agriculture Museum and by the Canadian Institutes of Health Research, in partnership with the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada, Health Canada and the Canadian Partnership for Consumer Food Safety Education,

*Food for Health* is an outstanding example of close collaboration among the project's partners and of the way in which information on such topical issues can be brought to millions of Canadians where they live.

*Food for Health* combines hands-on interactive components, multimedia technology, historical artifacts and graphics to showcase Canadian initiatives designed to ensure that our food is as safe as possible.

The exhibition's and website's four main subject areas are:

#### **Has our food changed?**

This introductory area looks at how farming practices and Canadian society have changed over the last century, as well as the impact these changes have had on the food we eat and how it reaches our tables. The relationship between farmers and consumers is also explored.

#### **Are you a smart shopper?**

This section examines packaged foods and their content, and offers visitors the tools necessary to read food labels and select the foods that meet their general or specific health requirements. Visitors can also examine the use of food additives, food packaging, and their importance in maintaining the safety of our food supply.

#### **Who keeps your food safe?**

This section investigates some of the microorganisms responsible for food-borne illnesses, where they can be found, how they make us sick, and how food-poisoning can be prevented. The roles of the various stakeholders involved in maintaining food safety are explored, from farm to fork, including the vital role of the consumer.

#### **Are you staying healthy?**

Recent research shows a strong link between obesity and the development of diabetes, heart disease and cancer. What is the cause of the current epidemic of obesity in North America? This section examines current dietary recommendations and the role of physical activity in maintaining a healthy body.

The *Food for Health* can be viewed daily at the Canada Agriculture Museum and on-line at [www.foodforhealth.ca](http://www.foodforhealth.ca)

## The *Food for Health* Partners

The **Canada Agriculture Museum**, an affiliate museum of the Canada Science and Technology Museum Corporation, is located on Agriculture and Agri-Food Canada's Central Experimental Farm in Ottawa. The goal of the Museum is to connect Canadians and the world to the historical and current importance in everyday life of agricultural science and technology through engaging interpretive activities and products centred on an accessible demonstration farm. Through daily interpretation in the animal barns and the exhibitions, visitors can discover where our food, fibres and other agricultural products come from. The Canada Agriculture Museum has a close and mutually beneficial working relationship with AAFC.

**Canadian Institutes of Health Research (CIHR)** is the major federal agency responsible for funding health research in Canada. It aims to excel in the creation of new health knowledge, and to translate that knowledge from the research setting into real world applications. The results are improved health for Canadians, more effective health services and products, and a strengthened Canadian health care system.

**Agriculture and Agri-Food Canada** provides information, research, technology, policies and programs for security of the food system, health of the environment and innovation for growth.

**Canadian Food Inspection Agency (CFIA)** is dedicated to safeguarding food, animals and plants, which enhances the health and well-being of Canada's people, environment and economy. Food safety is the CFIA's top priority. The CFIA develops and delivers programs and services designed to protect Canadians from preventable food safety hazards and to ensure that food safety emergencies are effectively managed. The protection of Canada's animal resource base is integral to maintaining food safety, public health and national and international confidence in Canadian agriculture products. Canada's plant resource base is critical to the well-being of all Canadians. The CFIA plays an important role in protecting Canada's plant resource base from pests and diseases.

The **Canadian Partnership for Consumer Food Safety Education** (the Partnership) is a group of industry, consumer and government organizations that have joined to develop and implement a national safe food handling education program for consumers. The purpose of the Canadian Partnership for Consumer Food Safety Education is to reduce the incidence of microbial foodborne illness in Canada by increasing consumer awareness of safe food handling practices. The Partnership will accomplish this purpose by developing and coordinating food safety education programs focussed on the consumer, that are delivered primarily by member organizations.

**Health Canada is committed** to improving the lives of all of Canada's people and to making this country's population among the healthiest in the world as measured by longevity, lifestyle and effective use of the public health care system.

### *Food for Health*

Presented nationally by



and



in partnership with



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada



Canadian Food  
Inspection Agency

Agence canadienne  
d'inspection des aliments



Health  
Canada Santé  
Canada



Canadian Partnership for Consumer Food Safety Education  
Partenariat canadien pour la salubrité des aliments

Canada